

REMARKS

In addition, claims 1 and 8 are amended and claims 2-7 and 10-18 are cancelled without prejudice or disclaimer. New claims 19-39 are added to further protect aspects of the present invention. No new matter has been added to the application by the present Amendment.

In particular, amended and new claims are supported by the original disclosure, including, but not limited to embodiments described with respect to Figures 7, 8 and 9 (pages 23-35 of the application). Accordingly, the amendments made herein do not add new matter to the application.

The drawings are objected to as including informal drawings for Figures 7-12 and for missing labels for elements in Figure 1 and for element 18 in Figure 2. In response, formal drawings for Figures 7-12 are being prepared and will be submitted in a supplemental document, when received from the draftsman. In addition, Applicants propose to amend Figures 1 and 2, to include reference numbers, as requested by the Examiner. A marked-up copy of Figures 1 and 2, showing proposed changes, is provided herewith. Formal drawings including the proposed changes will be submitted in a supplemental document. Withdrawal of the objection to the drawings is requested, in view of the drawing amendments.

In addition, the claims were rejected as follows:

1. Claims 1, 2 and 6-8 were rejected under 35 U.S.C. 102(e) as being anticipated by U.S. Patent No. 6,317,718 to Fano.
2. Claim 1 was alternatively rejected and claim 9 is rejected under 35 U.S.C. 102(e) as being anticipated by U.S. Patent No. 6,236,330 to Cohen.
3. Claims 3-5 were rejected under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent No. 6,317,718 to Fano.
4. Claims 10-13 and 15-18 were rejected under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent No. 6,236,330 to Cohen.
5. Claim 14 was rejected under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent No. 6,236,330 to Cohen in view of U.S. Patent No. 5,612,741 to Lohan et al.

With regard to cancelled claims 2-7 and 10-18, the above rejections are moot. With regard to amended claims 1 and 8, the above rejections are respectfully traversed. Also, it is submitted that each of the new claims 19-39 is patentably distinguished over the references of record.

In particular, claim 1, as amended, recites a “method for controlling the distribution of information from an information provider processor to a plurality of recipient processors on a communications network, based on the geographic locations of the recipient processors.” The method in claim 1 comprises “receiving a request for content from a given recipient processor; and providing the given recipient processor with the requested content in combination with access controls from the information provider, the access controls configured to inhibit access by a recipient processor, in the event that the recipient processor is not located in at least one expected location; wherein the given recipient processor is controlled to obtain a position signal from its associated means for providing a position signal and to employ the location data in a procedure with the access controls to attempt to access the requested content.”

In further embodiments (e.g., claim 19), the method further comprises receiving a user code from a given recipient processor and associating the received user code with at least one expected location of the given recipient processor. In such embodiments, the access controls are configured to inhibit access by a recipient processor, in the event that the recipient processor is not located in the at least one expected location associated with the received user code.

In some embodiments (e.g., new claims 20 and 21), providing the given recipient processor with the requested content in combination with access controls comprises encrypting at least a portion of the requested content. In other embodiments (e.g., claims 22-25), providing the given recipient processor with the requested content in combination with access controls comprises providing a shell, wrapper or tag with the requested content, where the shell, wrapper or tag includes information corresponding to the at least one expected location of the given recipient processor. Such methods are neither described nor suggested by Fano, Cohan or Lohan.

For example, Fano describes a system and method for displaying customized offer information associated with items of interest and the physical location of the user. While Fano

seeks to provide offer information relevant to the user's physical location, Fano is not concerned with providing content in combination with access controls configured to inhibit access by a recipient. In that regard, Fano also neither describes nor suggests a method involving receiving a user code from a recipient processor, associating the user code with at least one expected location of a recipient processor and providing the recipient processor with the requested content in combination with access controls from the information provider, where the access controls are configured to inhibit access by the recipient processor, in the event that the recipient processor is not located in the at least one expected location.

Cohan describes a mobile display system which operates with a controller that ascertains the location of the display system and generates a publicly viewable message selected for viewing within the location. While Cohan's system involves selecting a message for viewing within a detected location of the mobile display, Cohan is not concerned with access controls configured to inhibit access by a recipient. In that regard, Cohan also neither describes nor suggests a method involving receiving a user code from a recipient processor, associating the received user code with at least one expected location of a recipient processor and providing the recipient processor with the requested content in combination with access controls from the information provider, where the access controls are configured to inhibit access by the recipient processor, in the event that the recipient processor is not located in the at least one expected location.

Loban et al. describe a video billboard that includes a video clip storage memory 28. However, like Fano and Cohan, Loban et al. neither describe or suggest a method involving receiving a user code from a recipient processor and associating the received user code with at least one expected location of a recipient processor. Also like Fano and Cohan, Loban et al. neither describe nor suggest providing the recipient processor with the requested content in combination with access controls from the information provider, where the access controls are configured to inhibit access by the recipient processor, in the event that the recipient processor is not located in the at least one expected location. Accordingly, none of the Fano, Cohan or Loban et al. references, alone or in combination, describe or suggest the invention recited in claim 1 and

dependent claims 8 and 19 - 34, at least for reasons discussed above with respect to claim 1 and new claims 19-25.

New claim 26 is dependent on claim 1 and is further distinguished from the cited references. In particular, new claim 26 recites that the at least one expected location comprises a plurality of separate expected locations and wherein the given recipient processor is controlled to inhibit access to the requested content unless the location data included in the obtained position signal corresponds to one of the plurality of separate expected locations. Fano neither describes nor suggests associating a user code with a plurality of expected locations. Instead, Fano is concerned with a location of a user and customizing offer information based on the user's interests and that user's location. Cohan's mobile display device can be located in only one location at a time and, thus, is not concerned with a associating a user code with a plurality of expected locations. Loban et al. is not concerned with locations.

New claims 27, 28 and 29 are dependent (directly or indirectly) on claim 19 and are further distinguished from the cited references. In particular, new claims 27 and 28 recite that the method further comprises assigning the user code to a user of the given recipient processor in a registration process, wherein the registration process comprises receiving geographic information for at least one geographic location (a plurality of locations, in claim 28) corresponding to at least one expected location (a plurality of locations in claim 28) of the given recipient processor.

Fano does not describe or suggest a registration process involving receiving geographic information for at least one geographic location corresponding to at least one expected location of a recipient processor. Neither Cohan nor Loban et al. appear to involve any registration process, much less one that comprises receiving geographic information for at least one geographic location corresponding to at least one expected location of the given recipient processor.

New claim 30 is dependent on claim 19 and is further distinguished from the cited references. In particular, new claim 30 recites that the user code comprises at least a portion of an address at which data corresponding to the expected user location is stored and wherein associating the received user code with at least one expected location of the given recipient

processor comprises accessing data at the address of which the user code comprises at least a portion. None of the cited references describes nor suggests a user code that comprises at least a portion of an address at which data corresponding to the expected user location is stored.

New claim 31 is dependent on claim 19 and is further distinguished from the cited references. In particular, new claim 31 recites that the user code comprises data recorded on a portable, machine readable card or token. Because the cited references do not involve a user code that is associated with an expected location, the cited references do not describe or suggest such a user code comprising data on a portable, machine readable card or token.

New claim 32 is dependent on claim 19 and is further distinguished from the cited references. In particular, new claim 32 recites the user code comprises an encrypted form of a pre-registered geographic location of the user. Because the cited references do not involve a user code that is associated with an expected location, the cited references do not describe or suggest a user code that is an encrypted form of a pre-registered geographic location.

New claim 33 is dependent on claim 19 and is further distinguished from the cited references. In particular, new claim 33 recites that the user code comprises a table entry having a corresponding table entry that may be employed to identify the at least one expected location. Because the cited references do not involve a user code that is associated with an expected location, the cited references do not describe or suggest a user code that is table entry having a corresponding table entry that may be employed to identify the at least one expected location.

New claim 34 is dependent on claim 19 and is further distinguished from the cited references. In particular, new claim 34 recites that the user code comprises a table entry having a corresponding table entry that may be employed to identify a plurality of expected locations. Because the cited references do not involve a user code that is associated with an expected location, the cited references do not describe or suggest a user code that is table entry having a corresponding table entry that may be employed to identify the at least one expected location.

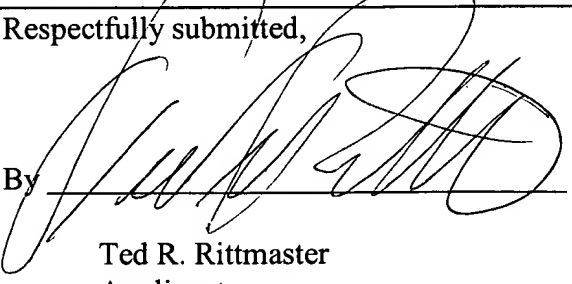
Accordingly, the rejections of claims 1 and 8 are respectfully traversed and it is submitted that dependent claims 19-24 are further patentably distinguished over the references of record.

New claims 35 and 36 are also patentably distinguished over the references of record, at least for reasons as discussed above with respect to claims 1 and 19, and for further reasons evident from the claims. In particular, new claim 35 is similar to claim 1, but further recites steps of associating a respective means for providing a position signal with each respective recipient processor, controlling the given recipient processor to obtain a position signal from its associated means for providing a position signal, and controlling the given recipient processor to employ the location data in a procedure with the access controls to attempt to access the requested content, as part of the claimed method.

New claims 38 and 39 are system claims, similar to method claims 1, 19, 35 and 36, discussed above. New claims 38 and 39 are believed to be allowable over the references of record, at least for reasons as discussed above with respect to claims 1, 19, 35 and 36.

In view of the foregoing, it is respectfully submitted that the application is in condition for allowance. Re-examination and reconsideration of the application, as amended, are requested.

Enclosed is a check in the amount of \$135 (to cover the \$60 fee for a one-month extension of time for timely acceptance of papers submitted herewith and to cover the \$75 fee for three additional claims). Applicant hereby petitions for such extension under 37 C.F.R. §1.136.

<p>Date <u>April 17, 2006</u></p> <p><u>Correspondence Address:</u>  Greg Piccionelli  Piccionelli &amp; Sarno  1925 Century Park East, Suite 2350  Los Angeles, CA 90067  Telephone: (310) 553-3375  Facsimile: (310) 557-8475</p>	<p>Respectfully submitted,</p> <p>By </p> <p>Ted R. Rittmaster  Applicant  Registration No. 32,933</p>
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